6MM DECEMBER 1993 SHIPMENT VOLUME

FEMALE BRAND SEGMENTS

AGGREGATE	TOTAL*	PREMIUM	DISCOUNT	PHILIP MORRIS	PM PREMIUM	PM DISCOUNT	OTHER MNF	OTHER MNF PREMIUM	OTHER MNF DISCOUNT
NO. OF PACKINGS	83	59	24	30	22	8	53	37	16
TOT UNITED STATES (share)	16.33	10.73	5.60	7.68	5.51	2.17	8.65	5.22	3.43
1A0 BANGOR	164	98	67	75	56	19	89	42	47
1B0 BOSTON	744	526	218	380	315	65	364	211	153
1C0 HARTFORD	427	339	88	211	183	28	216	156	59
1D0 RHODE ISLAND	194	135	59	97	81	16	97	54	43
1E0 ALBANY	264	163	100	104	81	22	160	82	78
1F0 SYRACUSE	544	369	175	215	166	48	329	203	126
1G0 BUFFALO	554	340	214	188	133	54	366	206	160
1H0 NEW YORK	1805	1569	237	1037	965	72	768	604	164
1I0 PHILADELPHIA	859	704	155	394	341	52	465	362	103
1J0 HARRISBURG	818	564	254	345	253	92	473	310	163
2A0 BALTIMORE	511	408	103	216	184	32	294	223	71
2B0 WASHINGTON	539	422	117	237	197	40	302	225	77
2C0 RICHMOND	698	441	257	282	200	82	416	241	175
2D0 RALEIGH/DURHAM	690	357	333	302	144	158	388	213	175
2E0 CHARLOTTE	681	376	305	285	158	127	396	218	178
2F0 COLUMBIA	329	193	136	130	75	56	199	118	80
2G0 GREENVILLE	284	173	111	126	80	45	158	93	65
2H0 KNOXVILLE	604	389	215	288	189	99	317	200	116
2I0 NASHVILLE	231	114	116	92	54	38	139	61	78
2J0 ATLANTA	1027	709	318	473	329	144	554	380	174
2K0 BIRMINGHAM	501	312	189	260	146	115	241	166	75
2L0 SAVANNAH	205	107	99	87	48	40	118	59	59
2M0 JACKSONVILLE	300	174	126	114	81	33	186	94	93
2N0 PENSACOLA	395	227	168	171	103	68	224	124	100
2O0 ORLANDO	990	658	332	452	362	91	538	296	242
2P0 TAMPA	673	450	223	291	224	67	382	226	156

*Total consists of 83 brands packings listed on the attachment which all have a smoker base which is more than 2/3 female according to Consumer Tracking Jan 92 - May 93.

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Source: https://www.industrydocuments.ucsf.edu/docs/zgnm0004

6MM DECEMBER 1993 SHIPMENT VOLUME

FEMALE BRAND SEGMENTS

AGGREGATE	TOTAL*	PREMIUM	DISCOUNT	PHILIP MORRIS	PM PREMIUM	PM DISCOUNT	OTHER MNF	OTHER MNF PREMIUM	OTHER MNF DISCOUNT
NO. OF PACKINGS	83	59	24	30	22	8	53	37	16
2Q0 MIAMI	474	384	90	244	219	25	230	164	65
3A0 ST. LOUIS	427	254	174	164	103	61	263	151	112
3B0 SPRINGFIELD	235	105	130	94	45	48	141	59	82
3C0 PADUCAH	239	106	133	96	44	52	143	62	81
3D0 MEMPHIS	468	293	175	192	127	65	276	166	110
3E0 JACKSON	450	293	157	212	153	58	238	139	98
3F0 LITTLE ROCK	388	212	176	204	116	88	183	95	88
3G0 NEW ORLEANS	563	356	207	256	204	51	307	152	155
3H0 LAKE CHARLES	161	96	65	82	62	19	79	33	46
3I0 DES MOINES	374	193	180	171	98	73	203	95	108
3J0 OMAHA	230	121	108	108	61	47	121	60	61
3K0 KANSAS CITY	512	285	227	238	147	91	273	138	135
3L0 TULSA	526	224	303	242	118	124	284	105	179
3M0 OKLAHOMA CITY	546	315	231	256	165	91	290	150	140
3N0 DALLAS/FT. WORTH	735	473	262	390	276	114	345	198	147
3O0 MIDLAND	219	114	104	104	58	46	115	57	58
3P0 ALBUQUERQUE	148	73	74	50	32	19	97	42	56
3Q0 HOUSTON	516	390	126	293	253	40	224	138	86
3R0 WACO/TEMPLE	1015	637	378	524	368	156	491	269	223
3S0 SAN ANTONIO	152	74	78	62	37	25	91	37	54
4A0 PITTSBURGH	523	330	193	207	128	79	316	202	114
4B0 CLEVELAND	454	296	157	177	100	77	276	196	80
4C0 COLUMBUS	252	145	106	106	55	52	145	91	55
4D0 CINCINNATI	792	485	307	350	203	147	442	283	160
4E0 SAGINAW	151	82	69	68	31	37	84	52	32
4F0 DETROIT	829	613	216	353	250	103	476	364	113
4G0 GRAND RAPIDS	735	426	309	389	189	200	346	237	109

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6MM DECEMBER 1993 SHIPMENT VOLUME

FEMALE BRAND SEGMENTS

AGGREGATE	TOTAL*	PREMIUM	DISCOUNT	PHILIP MORRIS	PM PREMIUM	PM DISCOUNT	OTHER MNF	OTHER MNF PREMIUM	OTHER MNF DISCOUNT
NO. OF PACKINGS	83	59	24	30	22	8	53	37	16
4H0 TOLEDO	513	326	187	228	136	92	285	190	95
4I0 INDIANAPOLIS	518	292	225	222	130	92	295	163	133
4J0 LOUISVILLE	429	205	224	187	100	87	241	105	137
4K0 LEXINGTON	340	164	176	144	73	71	197	92	105
4L0 CHICAGO	1033	844	189	471	406	65	561	437	124
4M0 PEORIA	844	494	350	408	233	175	437	261	175
4N0 GREEN BAY	219	132	87	100	56	44	118	76	43
4O0 MINNEAPOLIS	701	450	251	375	265	109	326	185	141
4P0 SIOUX FALLS	150	63	88	65	32	33	85	31	55
4Q0 MILWAUKEE	541	394	147	211	149	63	330	246	85
5A0 ALASKA	63	44	19	32	26	6	31	18	13
5B0 SPOKANE	316	156	160	145	83	62	171	74	98
5C0 SEATTLE	558	356	202	266	191	75	292	165	127
5D0 PORTLAND	403	267	135	191	139	52	212	128	84
5E0 DENVER	767	477	290	400	271	129	367	206	160
5F0 SALTLAKE	402	252	150	224	159	65	178	93	85
5G0 PHOENIX	627	350	277	273	192	81	354	158	196
5H0 SACRAMENTO	650	465	186	355	287	68	295	178	118
5I0 SAN FRANCISCO	564	462	102	314	283	31	250	179	71
5J0 FRESNO	237	168	69	134	110	24	103	58	44
5K0 HAWAII	214	156	57	120	111	9	94	46	48
5L0 LOS ANGELES	1492	1209	283	839	780	59	653	430	224
5M0 SAN DIEGO	548	388	160	272	246	26	276	142	134

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